

# WAJIH SAADELDINE

Public Relations & Strategic Communications Specialist | Humanitarian & Emergency Contexts

Lebanon | saadeldinewajih.ws@gmail.com | +961 70 432 306

## PROFESSIONAL PROFILE

Public Relations and Strategic Communications professional with over five years of experience leading communication, visibility, and stakeholder engagement across emergency and development contexts. Strong expertise in public communication, community outreach, campaign design, reporting, risk communication, and cross-sector coordination with INGOs, UN agencies, and local authorities.

## CORE SKILLS

Public Relations Strategy, Stakeholder Engagement, Risk Communication, Community Outreach, Campaign Design, Media & Content Development, Donor Reporting, Messaging & Branding, Event Management, Crisis Communication, Data Visualization, Budget Oversight

## PROFESSIONAL EXPERIENCE

### Freelance Media Research & Influencer Partnerships Coordinator | Lebanon & Regional

- Conducted media research and audience analysis to inform content strategy and brand communication.
- Identified, recruited, and managed influencers and micro-creators across Lebanon and the region.
- Led creator outreach, briefing, negotiation, and collaboration management.
- Coordinated product gifting, content schedules, deliverables, and timelines.
- Tracked campaign performance and maintained structured creator databases.

### Project Officer (Protection) – Oxfam GB | Lebanon (11/2024 – 11/2025)

- Led strategic communication and coordination with municipalities, authorities, community groups, and partners.
- Managed teams and information flow across departments, ensuring clear messaging and aligned deliverables.
- Designed and delivered awareness campaigns, information sessions, and community engagement initiatives.
- Produced donor reports, visibility materials, and communication content aligned with organizational branding.
- Led risk communication, safe messaging frameworks, and communication-related budget oversight.

### **Protection Monitor – Emergency (UNHCR) – INTERSOS | Lebanon (10/2023 – 11/2024)**

- Implemented large-scale community outreach, awareness sessions, and group discussions across South and Beirut.
- Developed culturally relevant communication materials and trained community representatives in mobilization and advocacy.
- Facilitated FGDs, interviews, and feedback sessions; prepared communication briefs and reports.

### **Communications Support – Cash for Rent Program (BPRM) – PUI | North Lebanon (07/2023 – 08/2023)**

- Led beneficiary communication during large-scale distributions and managed sensitive cases.
- Coordinated messaging and referrals with internal teams and external stakeholders.

### **Cash & Voucher Assistant (Operations) – DRC | North Lebanon (07/2021 – 07/2023)**

- Planned and supported public events and distributions with focus on guidance, messaging, and user experience.
- Developed reporting tools, feedback mechanisms, and communication systems.
- Supported monitoring of PSS sessions and community engagement activities.

### **Monitoring, Evaluation & Reporting Assistant – Akkarouna | Lebanon (05/2021 – 07/2021)**

- Conducted interviews, FGDs, and stakeholder meetings; translated findings into visual and narrative reports.
- Supported strategic internal communication and reporting.

### **Additional Field & Communications Experience (Part-time) | Lebanon (2019 – 2020)**

- Cash Services / Basic Needs Assistant – IOM Beirut Blast Emergency.
- Field Officer – Data Collection – SKL International.
- FPSS Child Protection Focal Point – Borderless NGO.

## **EDUCATION**

Bachelor's Degree in Public Relations – Lebanese International University (2019 – Present)

## **LANGUAGES**

Arabic: Native | English: Advanced | French: Professional